

# HKRMA Monthly Retail Sales Statistics Press Information

**Month of**      **March**      **2009**

**1) March 2009 Total Retail Sales**

- a. Total value growth vs last year
- b. Total volume growth vs last year

-7.7%*
-9.3%*

**2) YTD (Jan-Mar) Total Retail Sales growth vs LY**

-3.9%*	(sales value)	-5.5%*	(volume)
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**3) Trend of Retail Sales Growth in HK\$**

2008	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
(Value)	23.2%	9.5%	20.0%	18.6%	13.0%	11.7%	13.7%	10.2%	7.0%	0.3%	1.2%	1.1%
(Volume)	17.6%	4.4%	11.0%	13.0%	11.5%	5.6%	4.1%	6.6%	1.9%	-4.3%	-2.7%	-0.5%
<b>2009</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
(Value)	7.4%	-12.7%	-7.7%*									
(Volume)	5.4%	-13.9%	-9.3%*									

\* provisional figure

**4) Commentary on March retail sales**

- a. Unexpected high drop of 7.7% in value.
- b. More serious drops in clothes/ footwear (-13%); motor vehicle (-33.7%); furniture (-13%); optical (-17.8%); jewellery (-13.3%); department store (-6.3%).
- c. Is important and worrying to note that March drop are more severe compared to total 1Q drop.

**5) Commentary - overall for Q1**

- a. Overall not very encouraging as most of the retail business are either flat or decline vs LY except 1-2 like cosmetics (+6.9%) and supermarket (+5.6%).**
- b. Dept store (-5 to 10%); food and restaurant (-5 to 10%); furniture (-10%); CV store (- single digit); watch & jewellery (down 3-5%).**
- c. Accessories / speciality stores recorded sales down by double-digit (not daily needs)**

**6) April & May Golden Week sales early indication**

- a. Sales slightly disappointing - some dept stores recorded same store sales decline.**
- b. Accessories and speciality store recorded double-digit drop.**
- c. Watch and jewellery sales recorded flat.**

**7) Comments on H1N1 Flu**

- a. Dept Store: saw some traffic slow down over weekend which is May Golden Week.**
- b. Fast food - some impact but rather serious decline in Wanchai area.**
- c. High demand on masks; sanitizer; alcohol wipes but there is a high out of stock in the market.**